



STATE OF IDAHO
OFFICE OF THE ATTORNEY GENERAL
LAWRENCE WASDEN

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Media Contact: Bob Cooper
(208) 334-4112

Wal-Mart & Sheriffs' Association to distribute 50,000 ProtecTeens CDs

- ProtecTeens Internet Safety Program now available in Spanish

(Boise) – Wal-Mart and the Idaho Sheriffs' Association will distribute 50,000 copies of the ProtecTeens Internet Safety compact disc at Wal-Mart stores throughout Idaho, Attorney General Lawrence Wasden announced today.

As Idaho families prepare to send their children back to school, the Sheriffs' Association will be on hand at all 18 Wal-Mart stores in Idaho to distribute the free CDs on Saturday, August 26, from 10:00 AM to 3:00 PM. The Attorney General said Wal-Mart paid for duplication of the 50,000 CDs as a community service. Wasden also announced that ProtecTeens is now available in Spanish.

ProtecTeens is a video presentation and resource kit created to educate parents about the potential danger to their children from sexual predators on the Internet. Attorney General Wasden and Secretary of State Ben Ysursa produced ProtecTeens in partnership with the Idaho Sheriffs' Association, the Idaho Chiefs of Police Association, the Idaho Prosecuting Attorneys Association, the Idaho Internet Crimes Against Children Task Force, the Idaho Medical Association, the State Department of Education, the Idaho School Boards Association, the Idaho Association of School Administrators, and the Idaho PTA.

The Attorney General and his partners have distributed approximately 25,000 ProtecTeens CDs throughout Idaho since October 2005.

"Over the last year, I've traveled throughout Idaho, showing ProtecTeens to service clubs, schools, churches and other interested groups," Attorney General Wasden said during a news conference in Boise. "During those presentations,

I've asked for help in getting the word out. I hadn't imagined, though, receiving the magnitude of assistance offered by Wal-Mart. By offering us access to its customers, Wal-Mart enables us to reach twice as many families in a single day as we have reached in nearly a full year. Wal-Mart couldn't have stepped up at a better time. We have just completed translating all of the ProtecTeens materials into Spanish. All of the CDs the sheriffs will be distributing at Wal-Mart will contain the full program in both English and Spanish."

"We developed ProtecTeens to raise awareness of a dangerous situation for Idaho kids," Secretary of State Ben Ysursa said. "I really appreciate Wal-Mart's help. This is a great example of how everyone in Idaho benefits when government and the private sector work together."

"Wal-Mart has a long history of supporting projects to improve safety in our communities," said Karianne Fallow, Sr. Manager of Public Affairs for Wal-Mart Stores, Inc. "Our partnership with the ProtecTeens Program will help ensure that Idaho's parents and children understand the risks of sharing personal information on the Internet."

"The Idaho Sheriffs are honored to work with the Attorney General's Office and Wal-Mart stores to keep the community safe and distribute the ProtecTeens CD. There is nothing that we do more important than keeping our children safe," Ada County Sheriff Gary Raney said. "The information provided in these CDs addresses one of the greater threats to our safety today. It's no longer an era where the predators are driving down the street or in the park, but now they are in our houses via the Internet. The cooperation of the Attorney General's Office, Wal-Mart stores and the Idaho Sheriffs' Association will help parents help us keep our children safe."

"The Idaho Sheriffs' Association is very excited about this opportunity to join with the Idaho Attorney General's Office and Wal-Mart in an effort to get the ProtecTeens video out to even more families," Idaho Sheriffs' Association President and Madison County Sheriff Roy Klingler said. "As sheriffs, we continually see the dangers awaiting our children and the devastation that is taking place. Many people do not understand just how real this plague of online predators has become. Pedophiles have never had such an open door, and we must do anything and everything we can to try and keep that door shut. By educating parents of the online dangers, we can help make a big difference for our children."

The Attorney General's Office will distribute free copies of the ProtecTeens CD at the Attorney General's booth at the Western Idaho Fair in Boise, the Twin Falls County Fair and Rodeo in Filer, the Eastern Idaho Fair in Blackfoot and the North Idaho Fair in Coeur d'Alene.

The ProtecTeens video and resource kit are also available, in English and Spanish, on the Attorney General's Internet site at www.ag.idaho.gov.

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